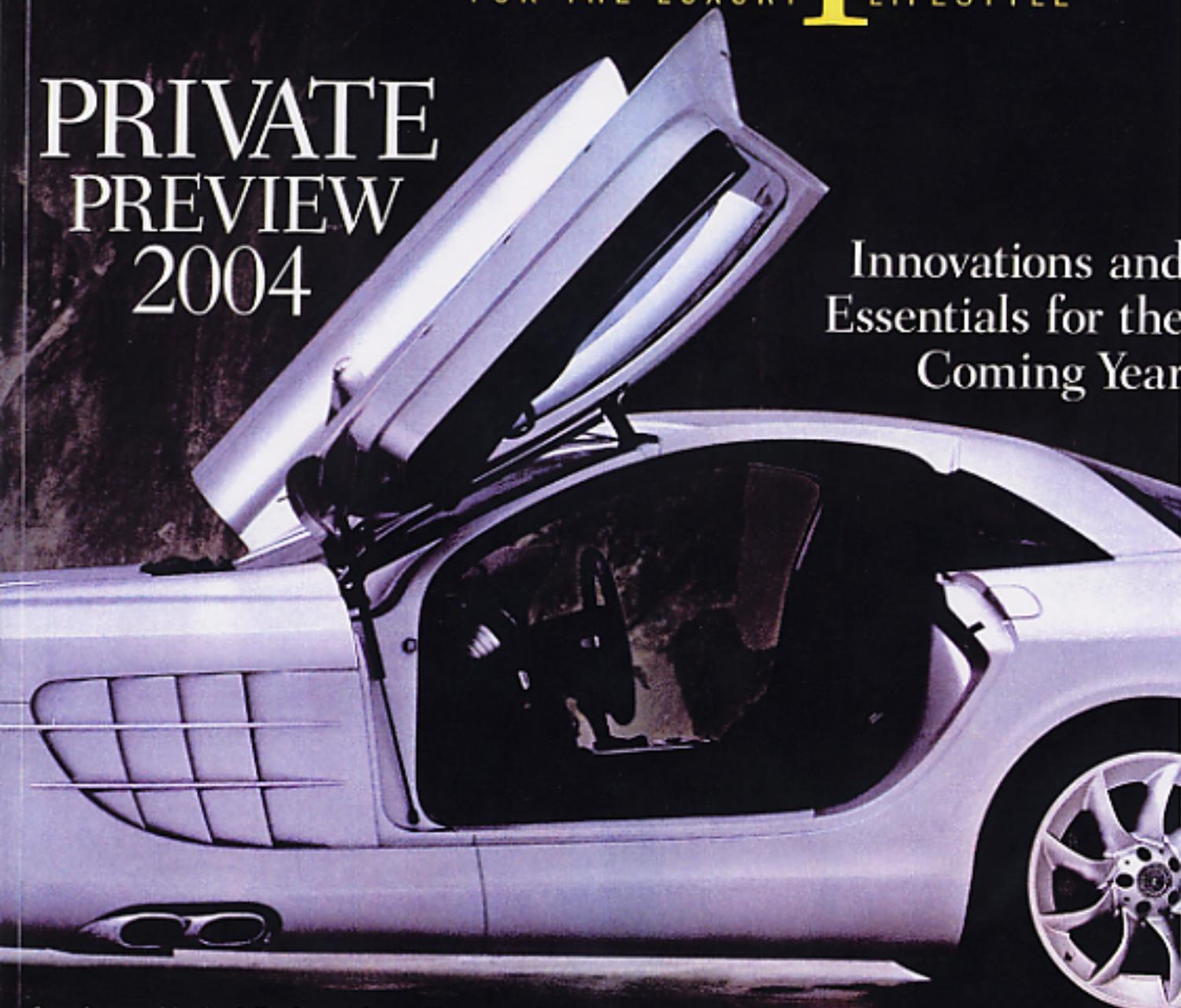


Robb Report

FOR THE LUXURY LIFESTYLE™

PRIVATE PREVIEW 2004

Innovations and
Essentials for the
Coming Year



An advanced look at the latest from: Mercedes-Benz • Bugatti • BMW Motorcycles • Chaumet
Girard-Perregaux • Cigarette • Cunard Line • Ritz-Carlton • Ulysse Nardin • Ermenegildo Zegna



{ PRIVATE PREVIEW }

Audio/Video

Visions of the Future

For video screens, the forecast is clear.

With the introduction of Blue Ocean, we may be witnessing the emergence of a new product category. The transparent acrylic screen is such a standout that it likely will silence any potential buzz around an impressive assortment of soon-to-debut audio gear.

rear projector, the acrylic piece from Nippura, called Blue Ocean, transforms into an amazing screen that the company promises is able to provide high-definition video resolution in displays as large as 300 inches diagonally—or about 25 feet.

Nippura, a Japanese company that dates to 1968, has created some of the world's largest acrylic aquariums, including the ones at Atlantis II on Paradise Island in the Bahamas and the tanks at the Monterey Bay Aquarium in California. It has applied this expertise in large-application, cell-cast acrylic—the blemish-free type used for fighter-jet canopies—in producing the seamless and nearly indestructible Blue Ocean displays.

The projected image, which appears to float in space, is created when light reflects off a proprietary solid sandwiched between the acrylic. This invisible layer, which the company calls Blue Ocean Diffusion Medium, is the secret to the deep, 3-D effect of the image.

When not in use, the screen resembles an ice sculpture. Its weight—the 70-inch model is three-quarters of an inch thick and just 70 pounds—makes the format more versatile than plasma, its closest competitor.

DEEP BLUE SEE

If picture quality is your theater's outstanding feature, imagine the aesthetic enchantment of a home cinema in which the centerpiece appears to be a slab of lucid, frameless glass. With the addition of a

Dive into home theater with Nippura's Blue Ocean, a display concept adapted by aquarium experts.



Private Preview Audio/Video

Initially, Nippura will offer 70-, 84-, and 100-inch 16:9 aspect ratio screens (starting at \$7,200), but the company will also accept orders for flat, convex, and concave screens of any shape and size. With models as large as 25 feet, Blue Ocean screens can be used in cinemas, museums, conference halls, theme parks, and anywhere else large-scale, quality video is required. Consider the heightened sense of reality created by watching *The Perfect Storm* outdoors during a rain shower.

Smaller versions of Blue Ocean displays are suitable for boardrooms, though there is a distinct possibility that your audience will be distracted from your message while marveling at the screen.

—DEEDRA ALLISON

